



Contacts

MAY - 1956

Salute to the City of St. James

In April, 1956, the thriving municipality of St. James spread its wings, so to speak, and rose to higher altitudes to be incorporated as a city. It had been formed as a rural municipality in 1921. It now is the fifth city to be incorporated in Manitoba. It has spread and multiplied recently at an astounding rate and its industrial and business area along Ellice Avenue has been marvellous in its growth. Our cover picture is an airplane photo, showing the city and airport.

The local press gave it a grand welcome by special-feature editions; and mentioned the most prominent citizen in its history—Donald Smith, later Lord Strathcona.

Contacts, however, would rather mention those many thousands of Eatonians to whom St. James has been home ever since it started to grow, say during the last 40 years.

Eatonians who are now grandparents helped the town to grow, and many of their families—lots of them later-generation Eatonians—have settled down beside them. Eatonians have been in civic, church, scholastic, community, sporting and fraternal bodies and rendered great service — and other Eatonians now and later will continue to do so.

So—success and happiness to our new sister-city, and to all who live there!



For instance, what could be more modern than to jaunt away to a business appointment by airplane? From our top executives down, we're modern—so it was not unusual for an Eaton man to use the air for quick service to customers. But it WAS unusual for that trip to be by the small plane shown here, into the wilds (and yes, we do mean wilds) of Northern Ontario 50 air miles north of Kenora. There, on Ball Lake, one of the English River chain, Henry Thompson of our Winnipeg Drapery Work-room staff, landed after taking off from Kenora, on March 28. Here's what Henry says:

"To one who is accustomed to city streets and bus service, flying alongside the pilot in a small plane is a thrilling experience—like riding the magic carpet we read about in school. Looking down, we see dozens of frozen lakes and a railroad track winding around them like a piece of string. After a while we reached our area and landed at the Lodge

Drapery Workroom Takes to Air and Snowshoes to Give Eaton Service



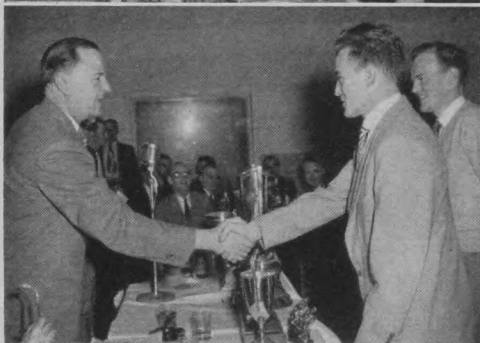
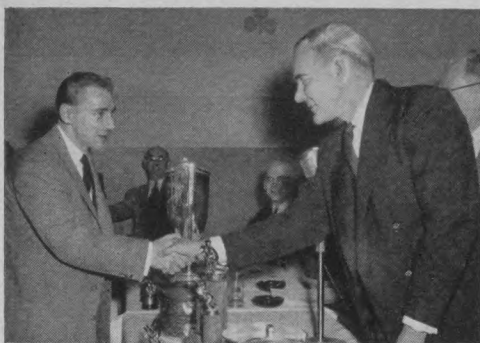
Did somebody say something about the "Good Old Days?" . . . when it took days to get into a nearby town and shop, behind oxen or slow horses. Far away, those days, and yet we often get reminded that "Nature's just around the corner," especially in winter-time.

(where I was to measure the Lodge and 17 cabins for new drapes).

"But here we found four feet of snow, so we put on parkas and snowshoes and trudged our way to the cabins around Ball Lake. Late in the afternoon we are ready for the plane to bring us back; we take off and circle around, and we marvel that this fisherman's paradise of a camp ever came into being. It's lovely country, though, and in summer must really be "out of this world."

So, back to Kenora, catch our train, and home on the "Canadian" with "mission accomplished," satisfied customer—and on with the job!—Henry Thompson, 1767."

(P.S. — Your editor was on canoe trips through Ball Lake, etc., to Lac Seul before 1920 — and nobody did we meet but fire rangers, the odd timber cruiser, and Indians, sometimes days apart. Now there are several "millionaires" fishing camps, as at Ball Lake, where Canadians and Americans are flown in and out. Times do change, what?)



Top row—Mr. W. L. Palk awarded the new A. R. Tucker trophy for Club Championship, the McGee cup, and the prizes for those events. Mr. B. C. Sutherland awarded the prizes for the five classes in Group 1.

Second row—Mr. F. G. Muirhead awarded the new Muirhead trophy for the Wednesday 5:30 Group; the new W. J. McKeag trophy for the Tuesday 5:30 Group, and the McIntosh and Delivery cups for the Wednesday 5:30 and Thursday 5:30 Groups. The Newton rink smilingly accepted a special award for Most Consistent Losers (right).

Bottom, left—Mr. Horace Thomas replies to the Toast to the Manitoba Curling Association. Right: on behalf of the club, Chairman Archie Ferguson made a presentation to Ross Johnson (shown), "Canada's Best Icemaker."



Grand "Last Rock" Event Draws Curlers In

Acting President Archie Ferguson was chairman of the season's wind-up at the Granite Curling Club on Tuesday, April 17, conveyed best wishes from President Dave Mackie, and in turn promised to deliver every curler's sincere best wishes to Dave that he may soon be back among us. Thanks on behalf of the club were expressed by the chairman for the handsome new trophies and miniatures donated by Mr. A. R. Tucker, Mr. W. J. McKeag and Mr. F. G. Muirhead.

Response to the toast to the Manitoba Curling Association proposed by Mr. Hugh Caldwell, was given by their representative, Mr. Horace Thomas; and that to the Press, proposed by Mr. Jack Newton, was responded to by the popular Scotty Harper of the Free Press.

The curlers turned out in splendid numbers and the evening of entertainment, followed by the usual buffet supper, was among the most successful in the club's annals, after an outstanding first season on the artificial ice. The tribute and presentation made by the chairman to "Canada's greatest icemaker," Ross Johnson—whose work, Archie said, had been praised by many players outside our club during the bonspiel and friendly games—was solidly acclaimed by the members.

EATON WOMEN'S SWIMMING CLUB NOTE: The club nights—Tuesday at Sherbrook Pool—have been going along well since April 10. Contacts hopes to have more news and pictures of the swimmers for next issue!



Mr. Charlie Donnelly, Men's Hats and Caps (left) is congratulated by Mr. Bruce Sutherland on winning the Two-Suiter Luggage prize.

THANKS TO ICE CLUB MEMBERS (not in order as photo)—Judy Weiss, Joanne Bjarnason, Marcia Sykes, Marilyn Polson, Pat Riordan, Heather Gwynne, Lori Dickson, Sheila Smith, Marilyn Macdonald, Judy Jackson, Virginia Ewaskiw, Pat McIntosh, Joan Sellar, Jusy Gunn, Barbara Munnoch, Lesley Haddon, Patty Coleman, Gail Crayston, Arline Allenby, Elaine Logan, Beverley Sawchyn, Pat Bennett.



BOOSTER NIGHT SUCCESS!

\$550 for March of Dimes

A grand crowd attended Eaton's Hockey League's game at the Olympic Rink on Friday evening, April 6, and the ticket sales enabled the club to hand over a cheque for no less than FIVE HUNDRED AND FIFTY DOLLARS to the Manitoba March of Dimes! We congratulate the players and all who supported them in this worthwhile effort.

The Ice Club of Greater Winnipeg very kindly co-operated and the crowd of lovely young ladies seen on this page gave their skating skill to help the cause. To them, their parents, and the club directors and helpers, our very sincere thanks for this sparkling addition to the evening's enjoyment.

Mr. Bruce Sutherland and Mr. Ross Screaton bravely faced each other in mid-ice, and when Bill Gray dropped the puck they got it into play like "the Rocket"—and then all three scurried for safety as the boys really got down to work.

Playing for the Sutherland trophy, Store and Mail Order really put on a hard battle but the Store boys won out. Scoring were—for the Store: George Dorman, 3; Bob LeBlanc, J. Dorman, Ted Ceran, 1 each. Assists: George Dorman, Bob LeBlanc, Hank Bergner. For Mail Order: G. Hamilton, G. Glazier and Larry Domanski, 1 goal each; assists: G. Hamilton, 2; G. Glazier, 1. (Our thanks to Walter McDonald for the statistics. —Ed.)

Winners of the handsome door prizes, drawn by Mr. B. C. Sutherland from the big barrel, were: Men's Luggage, C. Donnelly (Men's Hats); Women's Luggage, Miss Florence Corfield, 408 Spence Street; Torchere Lamp, W. G. Milne, Department 203, Store (see Store news); Electric Mixer set, Miss F. Williams, Fifth Floor Hosiery (see Store news). Congratulations, lucky people.

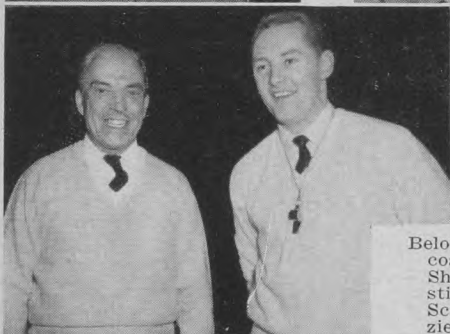
At right—Joanne Bjarnason, daughter of Mr. J. Bjarnason, Vacuum Cleaner Sales, who did the novelty "Butterfly" number. Although only 15, Joanne has passed six of the eight Open Skating tests of the Canadian Fancy Skating Association. She is also an honours student at Isaac Brock.

Opposite Page—Middle Pictures: Ted Ceran with trophy; Mr. Sutherland and Mr. Screaton face-off, Bill Gray dropping the puck. Doug McPherson, Recreational staff, presents \$550 cheque to John Bruce, City Advertising manager (chairman, March of Dimes campaign). The referees—Des Belanger and Len Brown.





Above—Store Team—Back Row: Hank Bergner, Cliff Johnson, Ted Ceran, Don Mitchell, Bryan Glennie, Jack Mawhinney, Sonny Gaunt, stick boy. Front: Don Atkins, Bob LeBlanc, Andy Sellan, Harvey Joyal, George Dorman, Jim Dorman. Missing: Doug McPherson, coach.



Below—Mail Order Team—Back Row: Helgi Johnson, coach; Bill Predinchuk, Ken Gibson, J. English, J. Shoesmith, Pete Friesen, Tom Schoen, John Maclean, stick boy. Front: Dick Derksen, Arni Monk, Joe Scaletta, Bill Richards, Larry Domanski, George Glazier, Gord Hamilton and Helgi Johnson's two girls.





45 Years with Eaton's

A Salute to Four Distinguished-
Service Winnipeg Eatonians.

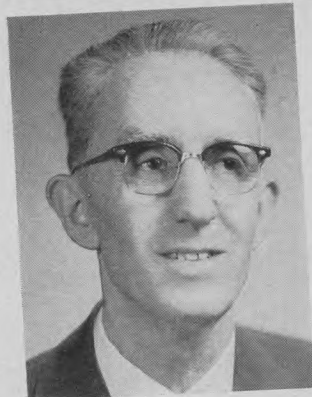
It is an honour indeed for this magazine to pay tribute to such a fine record for four people in one month.

MISS IVY D. MORRIS

Born in Beeston, County Nottingham, England, Miss Morris came to Canada while young, and joined Eaton's M.O. Adjustments on April 7, 1911. Some time there, then the remainder of 18 years with M.O. Debits and Audits, and since 1929 Ivy has been with the Stock Audit.

On Friday, the eve of her anniversary, members of the Stock Audit staff gathered at the home of Mr. and Mrs. Macnamara for a party in Miss Morris' honour. On behalf of the gathering, the host made a presentation of a clock radio. The day of her anniversary saw Miss Morris receiving a steady stream of friends who brought best wishes and personal tokens of their esteem.

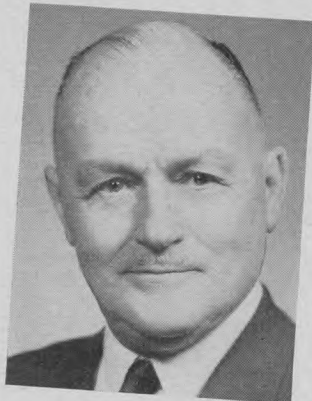
Ivy has several interests for her spare time—gardening, dress-making and motoring. Also for many years a member of St. James' Anglican Church choir.



ARTHUR FARRIER

From Cheam, in the English county of Surrey, came this second Eatonian to achieve 45 years' service this month on April 8. All Mr. Farrier's time has been with the M.O. Packing and Shipping, except while he was on active service for three years, overseas in the Great War. Art was a driver in the 15th Battery, Canadian Field Artillery.

His long service was recognized by his colleagues on his anniversary day, when the department presented him with a comfortable and smart folding lawn couch. From friends in the Second Floor sections Arthur also received gifts of apparel. We don't know if Art has much grass to cut, but if so, somebody'd better see it's done before he takes to that couch—it looked mighty inviting to us!

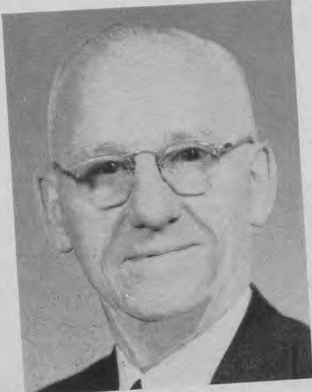


JOHN FRASER SYME

Scots born—in Edinburgh—Jack Syme gave just one year of his long service to M.O. Packing and Shipping, and all the remainder has been with the Jewellery Departments, formerly the Mail Order and now for many years in the Store. Overseas in the Great War, Jack served 4½ years with the 4th Canadian Field Ambulance and suffered wounds.

His anniversary day was Friday, April 20. On Monday, April 9, an anniversary dinner was held by the department in honour of Jack and Mal Donaldson.

On behalf of the staffs of 215, 217, 615, 1766, 1766A and 15 Mail, Mr. H. Britton presented Mr. Syme with a mantel radio set. On the morning of his anniversary, Jack was presented with the department gift of an electric razor by Mr. A. Cranston.



JAMES McCLURE

Known to so many in the Store through his work as department manager of City Dispatch, Jim McClure is just about as well known to Mail Order folk both because he is interested in Eaton activities and his "home grounds" are on the right-of-way between Mail and City. His birthplace was Broxburn, Scotland, and he has a pleasantly crisp Scots accent to prove it!

Almost 15 years with Shopping Card Assembly and Packing, a short while with the Service Bureau, and 30 good years with Dispatch compiles his 45 years, so there isn't much about where to send what and how, that Jim doesn't know! Now a widower, Mr. McClure has five children: James, Harry, Allan, May and David, and four grandchildren to delight his heart.

Tuesday, April 24, a representative group of friends from City Dispatch, Adjusting Bureau, Shopping Card Assembly, etc., met in his office to celebrate his anniversary. Mr. J. Sculthorp, assistant, congratulated Jim on his splendid service record, and presented the department's gift of a gold watchband and sports apparel. Mr. W. L. Paik, superintendent, also added his own and the Company's appreciation of Mr. McClure's loyal service—the first 45-year man in the department, by the way. Visitors came by dozens all day to add their congratulations and good wishes.



Top—Miss Solange Lancelin; next, Mr. R. Sim. At right—Miss Mary Murray.

MISS SOLANGE LANCELIN

From gay Paree — Paris, France — Miss Lancelin arrived in time to join Eaton's back in 1916, on April 13. She has been with 116, M.O. Copying, all the length of her service. Enjoyed every minute of it, she told us on her anniversary morning, when we arrived to join the many congratulating her and admiring that really grand array of personal gifts which surrounded the beautiful gold wrist watch, gift of her colleagues.

For spare time activity and relaxation, Solange likes lawn bowling, travelling and reading.

MISS MARY HELEN MURRAY

The popular Miss Murray has been with the Company—and the M.O. Drug Department—for her full service which was celebrated on April 19. When we went to see her on this great occasion, Mary was being congratulated by hosts of friends—not only her "old time" friends—but the scores she is just as helpful to now in her work as she always has been over the years.

Numerous personal gifts were among the many goodwill messages that covered her desk, and a gleaming gift of sterling table silver from her department held the place of honour. Mary was entertained at lunch, and the day was rounded out by a gathering of friends which she entertained at her home

that evening. A real celebration for a much-liked Eatonian!

ROBERT SIM

Bob was born at Barre, in Vermont, U.S.A., and moved to Canada in his early years. 'Twas on the 24th of April, 40 years ago, that he joined Eaton's. He gave five of those years to M.O. Furniture, a whole quarter-century to M.O. and Store Footwear, and for ten years has been with the Basement Store Footwear. He's surely made many feet happy in those years!

Married, Mr. Sim has one son, Ross, who, in turn, has one daughter (Joanne). Gardening and woodworking occupy a lot of Bob's spare time, and Masonic membership rounds it out.

On Monday, the eve of his anniversary, Bob and Mrs. Sim were honoured guests at a department party at the Paddock. From Ann McCaffrey Mrs. Sim received red roses, and Bob was presented with an electric drill from those present by Mr. McCormack. Solos by Mr. W. Thomson and Miss "Ginger" O'Neill were accompanied by Jessie McIntosh at the piano. Mr. R. Chatwin was M.C., and speakers were Mr. Thomson, Mr. McCormack and Mr. B. Sutherland. An evening of dancing followed the dinner and presentations.

On the morning of his anniversary, Bob received his department's gift of a beautiful sun cart, Mr. McCormack doing the honours and conveying all their best wishes.

THE EATON THEATRE GUILD ELECTS OFFICERS

A general meeting of the Eaton Theatre Guild was held Tuesday, April 24, in the Y.M.C.A. Board Room, for the election of officers for the coming year. Thanks to all officers and members for the past season's success were extended by retiring president Arni Monk.

Anyone interested in becoming a member

next year may contact the following elected officers:

President.....Dave Swan, Dept. 528
Vice-President.....Gwen Jones, Dept. 101A
Secretary.....John Friskin, Dept. 252
Treasurer.....Frances Tease, Dept. 174

"HAIL TO THE VIKING!"

EATON'S Presents
VIKING Week
April 14th to April 21st

In celebration of the 25th Anniversary of EATON'S famous name VIKING—now offer you the amazing prize to take and celebrate an exciting opportunity for your family, pleasure and entertainment. With this special offer, you can win a valuable prize, after you have purchased any of the following:

- Washing Machine
- Electric Range
- Refrigerator
- Vacuum Cleaner
- Sewing Machine
- Radio
- Electric Sewing Machine
- Electric Iron
- Electric Kettle
- Electric Toaster
- Electric Fan
- Electric Heater

Play for \$10.00 in your nearest EATON'S Store.
For further information on any VIKING product, please see the coupon on the back page of this flyer.

EATON'S OF CANADA

Eaton Brand Gets Stirring Quarter-Century Celebration in Western Division

Twenty-five years ago, back in 1931, the name "Viking" was adopted as an Eaton brand—at first for radios and refrigerators. It was a name well chosen, for Vikings are associated with Canada in the dim past by the story of Leif Ericsson, and also they, in their "long-ships," adventured to far places and made a name for enterprise. Just so has been the progress of Viking brand in our merchandise history over the 25 years following its first venture.

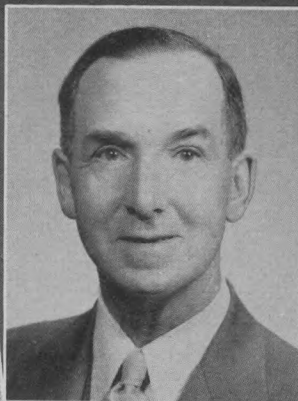
The name has a ring to it, and the symbol that goes with it, the Viking ship with its billowing sail for progress and its banked shields that showed the adventurous spirit of those who sailed in her, are well justified by the pioneering spirit in the growth of the Eaton brand and the far places it has reached.

(Continued on Opposite Page)



35 Years

with EATON'S



Shown above, left to right: Miss M. Gallaher, Mr. S. Lamprell, Miss Bessie Smith.

MISS MARGARET C. B. GALLAHER

A Scots lassie from Coatbridge, near Glasgow, Margaret Gallaher, M.O. Jewellery, celebrated 35 years with the Company on April 14 (the 15th being Sunday). Starting briefly in the farm machinery, she was for over a year an exchange runner, then in the Meats office for 20 years. Came a period of service as a C.W.A.C. corporal from January, 1942, to June, 1946, including a year and a half at Canadian Military Headquarters, London. Her quarter-century in 1946 was celebrated in June after her return home.

On the Saturday morning Margaret was presented by Mr. R. Robertson, on behalf of the staff, with a clock radio; she also received a travel iron from the department management and office staff, and a travel clock from the girls, while many visitors came to congratulate her.

That afternoon, at a staff luncheon at the Holiday in her honour, she was presented with a camera gadget bag. That evening also, Mrs. Gladue and Mrs. Hall, Marg's sisters, were joint hostesses at a lovely evening for her and the department girls—a most enjoyable finish to a very eventful day.

Miss Gallaher is a member of the XANA Business and Professional Club, of the Canadian Red Cross (Deer Lodge Hospital) and No. 1 Branch Canadian Legion. She also enjoys golf with the Eaton Women's Club.

SIDNEY STEBBING LAMPRELL

Well, some have "greatness thrust upon them" and Mr. Lamprell celebrated his birth in the world's greatest city, London. His 35 years' service, starting on April 19, 1921, has all been with the Drapery Work-room, and nothing could suit him better, he says, than

the work he does out and about and meeting so many of our customers. For three years he served with the 4th battalion of the Gloucesters, British Army, seeing action in India and that bitter battleground at Salonica, in World War I. Married, he has son Peter and daughter Daphne and two grandchildren.

The department gift to him in celebration was a TV lamp, and at a stag party later at the home of Mr. S. Patterson, he was the recipient of a pipe. Mr. Lamprell played soccer and still likes to see the games; is a bowler, a home woodworker and gardener (we can see that pipe being well stoked as he pursues all these hobbies). Other spare time and Sunday hours he devotes to St. James Anglican Church.

MISS BESSIE SMITH

A Lancashire lass from Manchester, one of England's most famous cities, Miss Smith joined Eaton's M.O. Exchange Department on April 22 thirty-five years ago, after a short summer career in June and July the year before. She has been with the same department—and liked being there, she says—all her service. Nowadays she specializes in looking after the exchanges sent in by Store customers from the rural areas.

On the Friday morning previous to her anniversary (which fell on a Sunday), Bessie was guest of honour at a breakfast given by a group of her department friends, including her department manager, Mr. George Robinson. On this occasion she received a gift of apparel. Then on the Saturday morning the place of honour among the many personal gifts and messages which adorned her desk, was occupied by a handsome clock radio, the gift of her department—and may it prove a very good companion for her leisure hours.

"HAIL TO THE VIKING" (Continued from Opposite Page)

The Viking Anniversary Story was told in a 12-page tabloid newspaper magazine that reached hundreds of thousands of readers from the Great Lakes to the far Rockies. The week of April 14 to 21 was specially dedicated to Viking Anniversary Year. This is now a name associated with the modern equipment in the home and recreational fields. A story of refrigerators, radios, television, washers, vacuum cleaners and polishers, ranges, out-board motors—yes, even boats! It's not our place in this book to advertise—and that we know—but we wish, editorially, to salute the idea behind Viking and this dramatic staging of its quarter-century. Yes, "Hail to the Viking!"

Shown on opposite page are the Viking magazine issue and a few of the silver anniversary displays in the Winnipeg Store.



Above—The tie winners of second place accept the plaque—to be held by one department for six months then turned over to the other. For 55 Mail Order, shaking hands with Mr. Muirhead, Mr. Bert Hawthorne of Farm Implements; and for 253, Store Hardware Warehouse, Jim Canty. They made 480 points each out of 500, just below TV Shipping's 481. A truly high standard of workmanship!

At right — Mr. F. G. Muirhead presents the winner's plaque to Mr. Ernie Casselman, TV Shipping.



Said Mr. W. L. Palk, chairman and speaker of the evening, in passing on thanks to the Grill Room staff for the lovely dinner at the Warehouse Contest party, the whole affair had been made both more keen and more complicated by the addition this year of numerous departments moved to the Warehouses. Present with him at the head table were Messrs. D. McInnes, B. C. Sutherland, A. H. Young, W. Spenceley, T. Giles, F. G. Muirhead, H. R. Scream and R. Hart.

To have warehouse aisles well-handled, continued Mr. Palk, was to help the whole process of distribution.

Attention to proper stock-keeping and stock arrangement meant getting merchandise to customers cheaper, faster, and in better shape. Stock-keeping and cleanliness efficiency also meant safety factors—with 13 incipient fires last year we had no major trouble because none of them had rubbish to feed on at first!

We were thankful for the second time in recent years that the big fire on Donald Street was held in check and that our men were again on duty to protect the Store.

Accidents of any kind, in addition to expense and loss, mean physical suffering and anxiety; the Company is using a lot of money nowadays to modernize and make conditions better and maintain leadership; it appreciates the help given by the staff in such efforts as the Warehouse Contest. Everybody concerned in planning and judging was well satisfied.

Mr. Muirhead, opening his "sealed orders," proclaimed TV Shipping the winner, a point ahead of joint second-placers, Farm Machinery and Store Hardware Stock. He wondered, said Mr. Muirhead, if the new departments, bringing more ladies to the scene, had thus provided a good "tidying" influence. It was good, anyway, that some departments had lately found more room to operate and plan better.

Warehouse Department (under Mr. Spenceley), a new one, starting from "scratch" to organize their area, had finished at the bottom of the aggregates—but also, they had so improved conditions that their progress was the best of all. He commended each and every department—especially so because the very lowest of the 23, was around 90%.

A round of entertainment M.C.'d and led by Len Andree was much enjoyed and finished up an evening attended by 300 people . . . a new record for the event.

EATON WOMEN'S GOLF CLUB

Now hear this! Contacts is requested to tell you that competitions are all lined up and you are asked to play as soon as course conditions permit. You can help your committee by playing games and reporting results promptly. Thanks!

Ten

WE MISSED MIXED CURLING WINNERS

Sorry, but we didn't get this in our last issue finals report: In the **Week-End Mixed League, Group "A"**—most wins—top rink was J. Smith, skip; Miss B. Brown, third; S. Robson, second; Mrs. S. Robson, lead.



Top left — The Committee: Back — Wilf Brown, Stew McLeod. Front—Ron Turner, Lorraine Kyan, Stan Ostaff, Les Croft, Leo St. Pierre. Right—President Stan welcomes the party and outlines the successful season.

Second Row—Two groups of "57's."

Bottom right — Awards to the Les Croft team Mrs. G. Carr, Mr. Croft, Miss H. Turnbull. Missing—Miss S. Dolman and Miss G. Searcy.



"57" Bowlers Celebrate Good Season

The twelfth annual party and dance of the 57 Bowling League was held at Vasa'Lund Tuesday, April 10. President Stan Ostaff reviewed the accomplishments of the league, first organized among office staffs to provide recreation and fun for those who were not of "big league" calibre and ambitions. It has provided the average bowler with a social evening and opportunity to improve in bowling, and get to know co-workers better. First place was won this season by the Les Croft team (listed above). Tied for second were the Turner and McLeod teams. Prizes were awarded by the president for team standings, the others in order being: J. Paul, S. Ostaff, W. Brown, L. St. Pierre, J. Wood.

Other winners were: Men's High Single (320), J. Paul; Women's High Single (300), Miss K. Duy; Men's High Three (734), R. Turner; Women's High Three (765), Mrs. H. Bryce; Men's High Average (186), S. Ostaff; Women's High Average (181), Miss B. Wright.

Elected for 1956-7 season were: President, Jim Paul; Secretary-Treasurer, Miss Lorraine Lavery. A vote of thanks to the retiring executive and party committee was moved by Mr. L. Croft with compliments on work well done. After the delicious smorgasbord and business as above, an evening of merriment and dancing was enjoyed.

EATON WIVES' CURLING CLUB CELEBRATES FIRST SEASON'S PLAY

It was a happy group of ladies who met on Thursday evening, April 12, at Moore's, to celebrate a first and very much enjoyed season of curling at the Eaton rink. President Mrs. J. Fisher carried out the duties of chairman, and Mr. Bruce Sutherland presented the miniature trophies to the two group winners:

Mrs. A. Barry, Mrs. D. Shaw, Mrs. W. Reid, Mrs. D. Skakum.
Mrs. R. Hutton, Mrs. C. Major, Mrs. N. Batting, Mrs. R. Sturdy.

Prizes were awarded to the runners-up in each group, namely:

Mrs. J. Fisher, Mrs. S. Marshall, Mrs. C. Sinclair, Mrs. J. Wilkinson.

Mrs. J. McClure, Mrs. J. Swift, Mrs. J. Wilkinson, Mrs. P. Sloker.

The pleasant evening was rounded out by entertainment provided from among the members, and proved to be the cause of much fun and laughter. Good-nights — and seasonal good-byes to the curling meets—were joined with "see you next season."



Mr. Norman M. Taylor Retires

Mr. Taylor, manager of the Fur Department, Fur Storage, Repairs, and Western Fur Promotion, retired on Tuesday, April 24. He was 43 years in the Company's service.

Mr. Taylor is shown with the picture presented to him, and receiving the good wishes of his colleagues through Mr. R. M. Pinfold and Mr. G. M. Eaton.

On the evening of April 16, employees past and present and friends attended a dinner at the St. Charles in honour of our Mr. Norman M. Taylor on his retirement.

During the evening Mr. Taylor was presented with a Lazy-Boy chair that he promised to use. We know it won't be in the summer time as he will be too busy fishing and resting away down east, but we do hope that in his leisure moments when he does relax, he will remember us.

A gift of a complete set of Churchill's books was presented to Mr. Taylor on the morning of April 24—the date of retirement.

On that morning Mr. Taylor was also honoured in a brief ceremony in the Executive Offices, when he was tendered sincere thanks by Mr. R. M. Pinfold and Mr. G. M. Eaton for his many years loyal and successful work for the Company, and was presented with many messages from Eatonian and business friends



across the country. On behalf of Western Division executives and management, Mr. Taylor was then presented with an original oil painting with sincere wishes for restored health. It would, said Mr. Taylor, in reply, remind him of many happy years and many wonderful friendships and be his treasured possession.

Also Honoured on Retirement

WILLIAM McDOWELL

Friday, April 6, was a gala night for Head Cashiers' Office, when a party was held at Moore's in honour of Mr. McDowell, who was retiring next day. Present staff and former members — Mr. Stokes, Mr. Lewis, Mrs. Knott, Mrs. Benson and Mrs. Barton, Miss Gwen Simmons and also Mr. Bert Somerville, who acted as M.C., all attended. Bert Kilgour presided with his usual success at the piano.

On behalf of the gathering, Mr. H. Bannick presented Bill with a pair of waders to use in his favourite sport, duck hunting; also a pair of car seats and a wallet with currency. To Mrs. McDowell was presented a bouquet of red roses. Complimentary speeches were made by Messrs. Bannick, Somerville, Stokes and Lewis.

Then came his last Saturday morning—and Mr. McDowell's desk was decked with flowers and held many personal gifts from friends and associates. We will miss Bill, always held in high esteem; and all join in wishing him and Mrs. McDowell healthful and happy future years.





Honoured on Retirement

HARRY EAKIN

Retired from the Men's Clothing Department on April 4, Harry Eakin finished a continuous service of 29 years to the very day, having started on the same date in 1927 and served all that time in Store Men's Clothing. To mark their esteem and good wishes for his future welfare and happy years, his colleagues presented Harry with a gift of a combination power drill and sander,

Active in Masonry for 45 years, Mr. Eakin was recently elected Third Grand Principal of the Royal Arch Masons of Manitoba. He has served 20 years on the Masonic Temple board, and is at present chairman of the House Committee. With such an active interest in good works, we know Harry will make good use of his leisure hours and years—and may they be many!

USEFUL POCKET MONEY—FOR SUGGESTION WINNERS

Why not you, too, being on the receiving end of these awards of cash for ideas and constructive thinking? Use those suggestion forms and the suggestion box—write up your suggestions to improve selling, service, safety, stock-keeping efficiency, etc., and send them in. Recent award winners are:

For Ideas Accepted

Mr. W. Maltman, Engineers.....	\$15.00
Mr. G. H. Blakeman, Self-Serve, Second Floor.....	10.00
Mr. C. N. McKeen, Stock Audit.....	10.00

Mrs. K. Farquhar, M.O. Exchange.... 3.00

For Constructive Thinking

Miss H. Roome, M.O. Adjustments.....	\$5.00
Miss J. Farr, M.O. Jewellery.....	5.00
Mrs. E. L. Higham.....	5.00



Second Public Speaking Class "Graduates"

Another group of 20 Eatonians who took the Public Speaking Course arranged by Staff Training, from January to April, is shown above. The classes were held in the Free Press Board Room from 5:30 to 7:30 each Tuesday, conducted by Miss Ruth Brownbridge, Winnipeg schools speech specialist. Shown above, the class included:

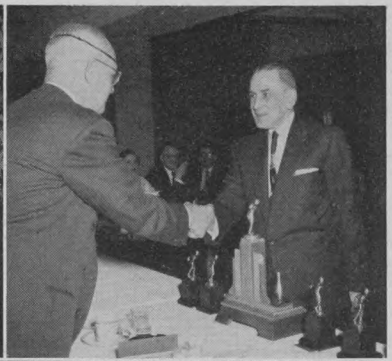
Seated, left to right: Miss Irene Sutton, M.O. Cashiers; Miss Dorothy Talmay, Men's Clothing Office; Mrs. Constance Kelley, Telephones; Miss Wilma Kautz, Telephones; Mrs. Eileen Brooks, Drug Department; Michael Warwick, Job Evaluation.

Standing, left to right: Wilf Pointon, Customs and Traffic; Jack Greenwood, M.O. Inquiry; Colin Hayter, Jewellery;

Arnold Kirbyson, Hardware; J. Sigurdson, M.O. Sales Room; Dave Beck, Fur Department; Jack Fisher, M.O. Hardware; Ted Keena, Oriental Rugs; Russell Kehler, Elec. Refrigerators; Don McAuley, M.O. Piece Goods; Ted Morrison, Basement Footwear.

Missing: J. Bruce, Men's Footwear; K. Duffy, Hardware; W. F. Einarson, Draperies.

Congratulations to all—and may you get both pleasure and advantage from your training and experience in expressing your thoughts and ideas well and clearly!



'Twas Bowlers' Night at the "Curtis" And Eaton's Combines Made It a "Strike"

And not the kind of strike that means a walk-out, either, for nobody was walking out on the fun and comradeship and the good dinner provided at the Curtis Hotel that evening of Saturday, April 7, for the Combines' celebration.

A lovely club steak dinner was served after the informal reception. The chairman of the evening was Mr. Jack Donnett. Present with him at the head table were Miss Dorothea Hardiman, Mr. and Mrs. George Robinson, Mr. and Mrs. Bill Gray, Mr. Doug Gray and Mr. Reg Prynne.

Mr. Robinson and Mr. Gray assisted the chairman in awarding the trophy and prizes, and each expressed sincere pleasure at being invited to the evening's festivities, and to meet so many good friends. A wire from Mr. and Mrs. E. G. Rogers "down south," conveyed best wishes for the evening and regrets for absence.

Shown above are the Combines champions—Ernie Latter, Marian McKinnon, Tom Cormie (captain), Sig Strom and Agnes Spender.

Right: Mr. Cormie receives the trophy from George Robinson.

Bottom left: President Jack Donnett was a witty, able and affable chairman. Right: A group of captains (and a "stand-in" or two for Jack Donnett, Steve Prokopenko, etc.)—back, Art Wright, Doug Gray, Alex Thauburger, Ernie Kirkham, George Cummings, John Payment, John Stewart; front—Bill Hogg, Reg Prynne, Tom Cormie, J. Johnston, C. Ottenbreit, Stan Crozier.

To Mr. Doug Gray, who confessed that the years had crept up on him and he was due soon to retire and would not be with them for next season, the group gave two assurances—first, that they must believe him but that he just doesn't look over middle age; and second, that they'd always have room for him if he felt like re-joining. Good luck, Doug, from your old "alleybyes."

COMBINES BOWLERS ELECT 1956-57 COMMITTEE

President.....Dorothea Hardiman, 61
Vice-President.....Alex Thauburger, 9
Secretary.....Eileen Richardson, W.B.O.
Treasurer.....Ruth Hodgson, 67

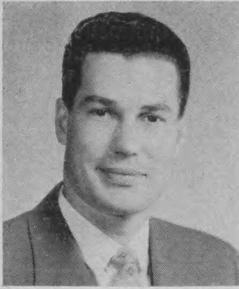
Entertainment Committee

Don McAuley, 33
Bill Hogg, 36
Jean Fairhall, 5
Signe Jonsson, 5

BATTER UP—BASEBALLERS ORGANIZING

Well, the grass is green now—suddenly it was spring—and we see by the notice boards that the "diamond experts" have started—first meeting called was for May 11. So we'll hope for season-opening news from Sargent Park for our next issue, from the girls' and men's leagues.

Assistants' Association Elects New Officers



Mr. M. McKenzie

The final meeting of the Assistants this season was held in the Grill Room on Monday, April 16. Speaker of the evening was "Stew" McPherson, and he regaled the audience with a light-hearted account of his adult experiences. Stew navigated to Britain in his earlier years on a cattle boat, then negotiated—on his nerve mainly—a job with the B.B.C.

He became remarkably well known as sports and then war commentator, M.C'd Royal Command shows. He starred in documentary movies, wrote



Mr. S. McPherson

columns, toured British theatres with a "Twenty Questions" type of show, and won award as "Voice of the Year." Mr. McPherson later returned to a C.B.S. station in Minneapolis, came to Winnipeg as promotions manager for Winnipeg Enterprises, and is now general manager—a "local boy made good"! Witty and eloquent, he made a great impression on his listeners.

The business meeting following elected officers as follows:

President.....M. McKenzie, Dept. 9
1st Vice-President.....J. Marshall, Dept. 212
2nd Vice-President.....W. Hogg, Dept. 36
Past President.....L. Waddell, Dept. 277
Secretary.....Ruth Spurway, Dept. 157

Two-Year Committee Members—E. Wall, 161; P. Stewart, 1762; J. Graham, 46; S. A. Screation, 209; R. Firth, 215; T. A. Carstens, 274.

One-Year Committee Members—D. Dewar, 15; A. Allen, 41; W. Lockwood, 167; E. Keena, 373; J. P. Evans, 237; A. L. Finnbogason, Expense.

EATON EMPLOYEES' CHARITABLE FUND EXTENDS GENEROUS HELP TO SALVATION ARMY RED SHIELD AND GRACE HOSPITAL FUNDS

The appeal was considered by your committee in April, to help the May campaign for these objectives.

The RED SHIELD FUND is for the general maintenance of Salvation Army work through 21 centres in Greater Winnipeg—Men's Hostels, Rehabilitation, Thrift Store, Prisoner Counsel, Women's Social Work, Grace Maternity Hospital care and other work for unmarried mothers and children, Sunset Lodge for aged women. Headquarters, corps centres, field work, youth camps, family welfare, hospital and institutional visitations.

To RED SHIELD Campaign, your Fund gave \$3,000.00

To GRACE MATERNITY HOSPITAL expansion, including a new Maternity Wing; moving of the homesite accommodation for unmarried mothers to a new site and building opposite the hospital. To this the E.E.C.F. pledged a three-year sum of \$15,000.00—this year's share.

To GRACE MATERNITY HOSPITAL, etc. \$5,000.00.

We suggest to you who give to this Fund, that now, and later while the work is being done, you visit this highly regarded hospital and see the great improvements made and being made with your assistance.

CHARITABLE FUND DONATES EASTER TREATS TO KIDDIES

Sanatorium child patients received tasty candy treats at Easter, through the work of your Fund. A lovely choice of wholesome, toothsome sweets was selected, packed and dispatched to the various sanatoria. We are asked to convey thanks to Mr. H. Rutherford of the Candy Department for his personal interest in the assorting, packing and sending of these E.E.C.F. gifts.

EATON'S GOOD DEED CLUB CHOIRS AND MEMBERS AGAIN WON AWARDS IN THE MANITOBA MUSICAL FESTIVAL

We'll have their pictures and some accounts of the many awards won—both as choirs and in their individual performances in the Festival. Sorry time and space did not permit it in this issue.

MIXED BOWLING LEAGUE CELEBRATES 30th

Over 600 gathered at the Royal Alexandra for the traditional party of the Mixed Bowlers, Saturday evening, April 21. A sumptuous banquet was followed by entertainment and a ballroom dance. Special guests, in addition to Store officials and their wives, included Mr. and Mrs. Les Gibson of the Gibson Alleys; Gene Telpner, Free Press feature writer, and Mrs. Telpner.



Chairman was Sig Sigvaldason who thanked all in the league for their season's help, with a special nod to the scorekeepers, those busy bees—and that hardworking publicity scribe, Vera McCaw (to whom also Ye Ed. adds thanks for her assistance). Below are the Division winners.

CLUB CHAMPIONS AND DIVISION FIVE WINNERS— MINX

Left to right—Doreen Simpson, Lyman Hollingsworth, Marg Hosler, Tom Grant, Yvette Meilleur.



Sparklers, Division One—Nellie Sigvaldason, "Mac" McGurk, Jean Benvie, Sig Sigvaldason, Betty Meiklejohn.



Meteors, Division Two—Kathie Graham, Sam Emerson, Zella Stevens, Bill Southwood, D. Jenner.



Ripsaws, Division Three — Mildred Duncan, Lew Fraser, Joan Mortimer, Al Inglis, T. Kirkland.



Wiggetts, Division Four — Eleanor Lewicki, Steve Monchak, Janet Kirkwood, Bill Caldwell, Donna Monchak.



Wise Ones, Division Six — Marilyn Sinclair, Joe Scaletta, Clara Forrester, W. Miller, June Marino.



Alleybys, Life Assurance Trophy—Ollie McReynolds, Percy Cook, Chris Bewick, Bill Caldwell, Dorothy Webber.

SEASON WITH ANNUAL DINNER-DANCE

Below is a picture story of the evening's festivities and the special events of the occasion. To each Divisional winning team were awarded, as usual, individual trophies and a photograph of these teams.



Mr. George Firth was honoured with a life membership certificate to the Eaton Five-Pin Mixed Bowling League. Mr. Ernie Wall, secretary, made the presentation.



Mr. A. H. Young congratulates Sam Emerson of the Meteors, Division Two winners. Mr. Young awarded all the divisional trophies.



Mr. Bruce Sutherland congratulates Minx team on winning the championship Sutherland trophy. Lyman Hollingsworth at the handshake.



To Mr. George Robinson fell the honour of congratulating Allan Farquhar on his 440 game and giving him the club's special award.



Here's the president himself, Sig Sigvaldson, receiving the Division One trophies with his team. Sig also won the men's high average with a figure of 224. Below, a view of the dance which followed the banquet.

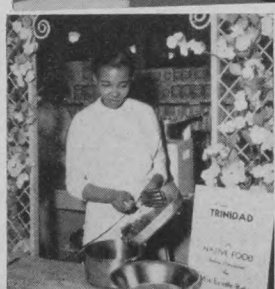


Mr. W. L. Palk congratulates Donna Monchak on winning the ladies' high average with 219. Mr. Palk congratulated the club on another successful season and said how pleased the Company was to support such activities. Below, another view of the dance.



NEWEST DESIGNS IN FIXTURES FOR

THE EATON FOODATERIA, now smartly re-designed for leadership in its field, held a Foodateria Party to celebrate the gleaming new fixtures—shining white with stainless steel trim, and clear plate glass—a few of which we show here. In special booths, displays and demonstrations with attendants native to the countries of the products, added to the party interest. Among other booths (not shown) attendants were Hindu, Chinese and other tropical country people.



WINNIPEG STORE AND MAIL ORDER

Here is the picture story of our new and streamlined fixtures and settings for the Men's Clothing in Winnipeg Store. Blonde-finished oak has replaced the dark fixtures, and the long racks now offer the complete floor stocks for easy inspection and selling.



The fixtures — designed by our Construction Office, and locally manufactured like the Foodateria fixtures — include a very attractive and practical "tier-top" arrangement for the pants section.

These new cabinets offer both storage and remarkably neat and available sections, as shown, for improved and enlarged display of the trousers.

At bottom of the page we show the new style of fixtures for Mail Order filling aisles in the Piece Goods, Draperies and Linens.



Had to show these very new metal stock fixtures "in skeleton" to convey the idea. The shelving is plywood, and the fixtures easily adjusted to required height divisions. Also, the whole arrangement is adapted to quick take-down and re-erection when necessary.



Top Row—Mary Moore, president and chairman; Mrs. Johnston presenting trophy to the Avis Borland rink, club champions; Mr. B. C. Scrivener to Wednesday winner, A. Borland rink. Second Row—The Borland rink, winners of Johnston champion trophy. The Munro rink, winners of the new A. H. Young trophy (skips are holding trophies). Third Row—Florence Wilson trophy winners, Evelyn Gordon rink. MacDonell trophy (Monday) winners, Hazel Forrester rink (skips holding trophies).

'Twas a Night to Remember!

When over 130 vivacious ladies and their guests met at the Assiniboine Hotel for the wind-up dinner party of Eaton's Women's Curling Club. Special guests were Honorary Life Members Mr. B. C. Scrivener, Mr. J. Johnston and Mrs. Johnston; Mrs. M. Hutchinson, president of the Manitoba Ladies' Curling Association, and Mr. Scotty Harper, our favourite Free Press reporter.

President Mary Moore made a chairman par excellence, never at a loss for a gracious compliment and witty word. Over 38 rinks played through the season, said Mary (some players in more than one rink for the several classes). With the longer season, ten-end games and steadier ice conditions, they all knew that their curling in general had improved noticeably. For their handsome new trophy she conveyed to Mr. A. H. Young, the donor, all their sincere thanks. And at this juncture she called forward the new president, Miss Mary Thompson (116), who promised Mr. Young great competition for his trophy.

The season's club champions were: Skip Avis Borland, R. Fraser, G. Wilson and J. Robitaille. Notable were prize winners among newer inexperienced members.

In the Manitoba Bonspiel, two of the club's rinks got into the prize lists. For the committee and all others who did special work for the club, the president had heartfelt words of thanks. Miss Moore "roped in" all head table guests for a few words; and the prizes were presented by Mrs. J. Johnston, Messrs. B. C. Scrivener, A. H. Young, W. L. Palk, B. C. Sutherland and D. McPherson.

Mrs. B. C. Scrivener sent her very sincere regrets at absence and thanked them for all the good times she had had with the club. Flowers were sent to her from the party.

Then followed ENTERTAINMENT — and believe this writer, these gals should ought to (is that the way they say it?) be on TV and hired for vaudeville entertainment around town—or at least by other Eaton clubs. They went to extreme trouble and time—that was evident—to give this show, which included these merry pranks, all in colourful appropriate costume:

Hill-Billy Band — in which virtuoso piano and fiddle (Alice Barber and Ina Cannors) carried the melody or theme(?), and drums,

(Continued on Opposite Page)

Women's Curling Club Party (Continued from Opposite Page)

accordion, cymbals and all kinds of other mid-way symphony instruments and percussion items made surprisingly good music.

Can-Can Dancers—good as anything we've ever seen in Paris (where we've never been)—E. Gordon, B. Payne, V. Benner, K. Shores, D. Walker. Frou-frou-u-uh!

Recitative Monologue—Frances Tease.

Tennessee Waltz Duet — S. Derksen, C. Magnusson.

Ballet—V. Walsh, D. Wicklund. "The villain still pursued her—she didn't run very fast." Narrator, F. Park.

Square Dancers—A. Borland, K. Chisholm, K. Shores, P. Johnston, A. Lundman, E. White, G. Bertrand, A. Surbey.

Mountain Girl—Mary Moore. This was an extremely successful number — Mary interpreting a very provokingly witty ballad with record-play. Tallulah with music!

Master of Ceremonies—W. Moore.

Congratulations—the whole audience was "wowed"; never did we see Eatonians laugh more heartily, or a performance more deservedly cheered. We're certainly looking forward to that 1957 party!

NEW OFFICERS FOR WOMEN'S CURLING CLUB

General meeting of Monday, April 2, in the curling rink lounge, was held for the election of officers and committees. Following is the slate for 1956-57 season. Let's all wish them every success!

President.....Mary Thompson
1st Vice-President.....Dora Perry
2nd Vice-President.....Georgina Brownlee
SecretaryRuth Hodgson
TreasurerRuth Paul
Social Secretary.....Flo Goldie

Assistants.....Vi Benner, Evelyn Gordon,
Louise Robertson
Ice Convener.....May Pfeifer
Assistants.....Winnie Crowston, Ruby
Fraser, Kay Shores
PublicityPeggy Johnson



The camera — in the hands of Bill Gould — caught these shots of the club-men at the club luncheon and afterwards. Hope to have you all in similar pictures at a similar event next year, chaps!

RETIRED MEN'S CURLING CLUB HOLD A SOCIAL LUNCHEON PARTY

We were, editorially, very much honoured when we were an invited guest at the Eaton Retired Men's Curling Club get-together. It was at noon on Monday, April 9, and it was a marvel how they managed to get over 60 members in the club "look-out" on the ground floor. It was a very enjoyable meal.

Upstairs, at their ease, the audience relaxed and had a "jam session." Not fair to mention names, but we did spot Jim Stewart who was timekeeper when the building of the Store took place—before 1905, that was; and Billy Russell, with 49 years continuous service record to his credit. Then Miss Gwen Jones of the General Office, sang several solos, and so did Norman Phillips of Dominion Bridge — with us by virtue of being asked

by his granddad, Hughie Tait. Accompanying them on the piano was Mrs. M. Steven.

As to speeches, just a few welcoming words from Bill Gould, president, and a request for a few more from Mr. B. C. Scrivener (honorary president). It was wonderful, said Mr. Scrivener, to be there with them and to see so many retired Eatonians looking so well and meeting together in friendship. Keep that friendship, said he, it's the greatest thing life can now offer.

Thanks, said the president, were specially due to those who had worked on the event—Gordon Angus, Sid McKay, George Paull, George Smith, Tom Smith and Tom Greenwood.

Departmental News from the Store

BASEMENT STORE

Foodateria—By Ruth Berg

Bernice Brad left April 11 to be married to Vic Thordarson. Mr. A. Carr, department manager, presented Bernice with a nylon comforter, a set of kitchen utensils and towels. At a shower held in her honour, Bernice received a bathroom set, wool blanket and linen.

Ruth Blasko left April 18 to be married to Ted Stewner. She was presented by her co-workers with a beautiful rug.

Linda Cosentino left April 21 to be married to John Gardino. The department presented Linda with a living-room mirror and electric kitchen clock. Linda also received a pressure cooker and electric frying pan and towels at a shower.

Congratulations and best wishes to all the newlyweds.

Best of luck to Alice Richardson who has left to take up residence in Chilliwack, B.C.

Basement Shoes—By J. Sutherland



Shown above — The guests of honour, Misses Snider, Charman and Petrie.

A combined shower was held at the home of Mr. and Mrs. R. Chatwin on April 11 in honour of Misses Joyce Petrie, Alma Snider and Elaine Charman. Joyce, whose marriage to Don Blanchard took place on April 21, received a set of Tecaware, presentation made by Tom Grant. Alma, to be married to Bill Jennings on May 26, received a linen banquet set, presented by Eleanor Kapitany. Elaine, whose marriage to Erv Lobson will be an event of June 15, was presented with a pair of petit-point pictures by Mr. W. McCormack. Our hostesses, Jan and Mrs. R. Chatwin, served a buffet lunch. A very good time was had by all.

Below—The dishwaters, Ann McCaffrey, Joan Ollis, Bob and Bea Chatwin.



Meats—By W. Cuthbert

Congratulations to our new grandmother, Mrs. Alice Harcus, who speaks very highly of her new granddaughter.

Our bowlers have finished a very successful season, with Dave Gray and his team fighting all the way in the roll-off, just losing out by the odd pin. "Just wait till next year!" says Dave.

Twenty-Two

Jean Matheson was married to Harry Everett, April 26. She was presented with a gift from the department before leaving. Previous to her marriage, the girls of the department held a dinner in her honour at the Home-Steak and presented her with a coffee-maker. All our best wishes for long and happy married life, Jean and Harry!

Glad to see Margaret Dawson back after her recent accident.

Sympathy to Mrs. Velma Dunlop in the loss of her father; and to Mrs. Leo Caepart in the loss of her brother.

Notions, Fancy Goods, etc.—By M. McCance

Miss Gloria Gledhill, of our Notions counter, is using her left hand a lot these days; and well she might, for she is wearing a lovely diamond ring given to her by Mr. Kenneth McLeod. To Gloria and Ken, our best wishes.

We are pleased to welcome Miss Beverley Apskrum back to our fold after a tonsillectomy. Happy to report she is looking "fit as a fiddle."



On March 29, we said sad adieu to Mr. Leslie Lewis, our department manager, who has become department manager of the Staples Department. A dinner party was held by the members of our staff at the home of Miss Eileen Sheppard, and to say that Les was surprised, is putting it mildly. A cowhide briefcase was presented to him together with a memento very dear to his heart. Our picture shows Mr. Lewis in a pose of "waste endeavour" at the party. Mrs. Lewis was the recipient of a bouquet of flowers. Suffice to say that a good time was had by all and our sincere thanks to the Sheppards for the use of their home. We wish Mr. Lewis every success in his new position.

Miss Vera McGurry, section head of our Neckwear counter, has left us to take up a business course. Vera has been with us for several years, and we wish her every success. On leaving the department she was presented with a steamer trunk.

If you see a red streak swish by you on the street in the next few weeks, it will not be a fire engine—it will be a new convertible sported by one of the members of our staff.

* * *

MAIN FLOOR

Jewellery—By S. Johnson

On Monday, April 9, an anniversary dinner was held at the Assiniboine Hotel to honour Jack Syme (see 45th Anniversaries) and Mal Donaldson who recently became a quarter-century Eatonian. Mr. A. Cranston, on behalf of those present, presented Mr. Donaldson with a home gift, and Miss Sally McDowell presented a pin to Mrs. Donaldson. Both Mrs. Syme and Mrs. Donaldson received corsages from Miss B. Jones and Mrs. V. Bowerman. Len Andre was on hand to entertain and did a wonderful job.

One of Alex Scalena's special dinners was served followed by a good evening of dancing and a lot of fun for everybody.

Thanks to Roy Firth, D. Wilson, S. Johnson, O. Olafson, D. Dewar, J. Shields, R. Evans and W. Lord, members of the committee that made this evening a complete success.

Good luck to Albert Vander Ploeg on his transfer to the Delivery Department.

We are glad to have Gladys Frain back with us after being away on her honeymoon.

Our sincere sympathy to Walter Holt on the recent loss of his father and brother and also his mother-in-law.

Drugs—By C. O'Kelly

A surprise stag was held at the home of George Rae on May 1, when his old friends from the department gathered to honour him previous to his retirement after 26 years' service in the Drug Department. Mrs. Rae received a beautiful bouquet and George himself was presented with the gift of electrical items for his home the following day. We wish him many happy years of leisure and enjoyment.

Two beautiful diamonds appeared in the Drug Department recently. One worn by Joyce Bowman who is to be married to Tom Cuthbert in August; the other on the hand of Shirley Phipps, to marry Phillip Bellefeuille in September. We congratulate both couples with the sincere hope for future happiness.

Also we wish Bill Hobley, Filling Room, success in his new venture. Bill plans to return to school for special study and we know he will do well. When he left us he was presented with a camera.

Stanley Graham, Dispensary, is on a two-month vacation abroad. We hope he has a wonderful trip.

Jim Hunter is now a member of Foodateria staff and was presented with a plane and chisel by his associates in the Drugs when he transferred. Success, Jim!

Notions—By V. Gillespie

So glad to see Irene Weeden back after her recent illness. Our sympathy goes to her in the recent loss of her sister-in-law.

Stationery, Books—By M. C. Lawton

On Wednesday, April 11, Mr. M. E. Freeman presented to Isabelle Livingstone a mirror with best wishes for future happiness from her fellow workers. Isabelle was married on April 14 to Peter Coughlin in St. Ignatius Church and is honeymooning in Florida.

Post cards from various points in the south tell that Charlotte and Harold Wellard are having a wonderful time.

Congratulations to our champion bowler, Eleanor Lewicki, and to our champion curler, Joan Butler.

* * *



SECOND FLOOR

Fashion Accessories

Congratulations to our Mr. W. G. Milne who was the winner of that handsome torchere lamp at the Hockey Booster Night. (We always knew he was a "bright" boy!)

* * *

THIRD FLOOR

Meat Department—By Hilda Mensforth

Mr. Chris LeBlanc of W1082 Department (Sausage Room), left us on April 20 to go to the "Dew Line," North-West Territories. Mr. George Thomson, on behalf of the staff, presented him with a pen and pencil set.

We were all sorry to say good-bye to Mrs. Carrie Moore, one of our retired ladies, who left April 30 to make her home in Vancouver.

It is with regret that we report two of our staff away ill. George Woodward is recuperating after an operation in St. Boniface Hospital and Mrs. Neufeld is recovering after a lengthy illness.

Sporting Goods—By Dave Shaw

The Ballad of Sam McCallum

When young Sam joined the company,
'E were naught but a raw recruit,
With stove-pipe pants, long knee socks,
And belt on t' back of suit.

He'd learned his education
At Strathcona and Macbray,
Sam wasn't much at lessons
But 'e sure was good at play.

At lacrosse, football, baseball,
'E was a proper star,
When Sam was playing hockey,
Folks came from near and far.

'E played with junior Falcons,
Back in '20-'21,
And won Dominion championship—
That was a job well done.

In the meantime Sam progressed,
Along the company line,
From farm machines to sporting goods;
Young Sam were doing fine.

In 1930-'31
With several other lads,
He made a tour of Europe
With the famed Varsity Grads.

About this time Sam married Nell,
And as the years did pass,
Along came Gary and then Pat,
A fine young lad and lass.

As player, coach or manager,
Sam always played the game;
And now his picture justly hangs
Within our Hall of Fame.

Full forty years have come and gone,
Since Sam joined Eaton's ranks,
And all of us who've known him,
Do gratefully give thanks.

May future years be good to him,
And joy o'erflow his dam,
For we will always love him,
Just because he is Plain Sam.

Groceries—By M. Thorburn

The added sparkle noticed in our department must be a reflection of Kay Smith's lovely new diamond. Our very best wishes go out to you, Kay, and to the lucky man.

* * *

FOURTH FLOOR

Furs—By E. Turner

It was with regret we said good-bye to our manager, Mr. Norman Taylor is a man highly esteemed in the fur business world. His word was as good as his signature and consequently he was well respected as a buyer, a gentleman and as a representative of Eaton's.

We, his family of employees, will miss him, as will all his associates in the fur business world. We are all most sincere in our wishes for a happy, healthful retirement.

Lingerie—By B. O'Brien

As to curling—the rink skipped by Avis Bolland (lingerie shop) and including Gladys Wilson (sleepwear), with Ruby Fraser and Jean Robitaille won the Wednesday Night Group, and the runner-up team was skipped by our Kay Chisholm. Not content with first place there, the No. 1 team went on to win the Club Grand Championship. Take a bow, gals!

Thirty years with Eaton's, and all of them in the same department was the occasion for Mrs. Sigmor (Johnnie), of the Alterations to be feted at the Paddock by the staff. A gift of luggage was presented to the guest of honour with best wishes from us all.

On Friday, May 11, our Raymonde Marchand (Foundations) leaves with the "Cercle Moliere" group to represent Manitoba in the Dominion finals at Sherbrooke, Quebec. It is

a recognized honour that on the premier night, May 14, this group will perform before the Governor-General of Canada and other dignitaries. We're all very proud of your achievements to date, Marchand, and will be looking forward to your triumphant return.

Dresses—By E. Buffle

Our sincere sympathy is extended to Mrs. A. Moffat in the loss of her mother, Mrs. Kenny.

Beauty Shop—By S. Proctor

A shower was held at the Homestead, April 9, in honour of Irene Kowanko, previous to her wedding, when she received many beautiful gifts. Irene became Mrs. Martin Millar on April 28. Every good wish to the happy couple.

* * *

FIFTH FLOOR



Children's Hosiery

To Miss F. Williams, very hearty congratulations on her good fortune. She was the winner of that lovely electric mixer prize at the Hockey Booster Night recently. Well, when do we taste the cake or something from this mixer?

* * *

SIXTH FLOOR

Carpets—By Gladys McLean

To honour Mr. Jephson's 30 years with the Company, the department held a party on Saturday, April 14, at the Airport Hotel. Everyone had a very good time. On behalf of the staff, Mr. Gordon Ray presented Mr. Jephson with a picnic case.

Best wishes to Mr. and Mrs. George Douglas for a happy holiday in England and on the continent. Hope the flight over was enjoyable.

Best wishes from all in the department to Eileen Ferguson who is still away ill.

General Office

Sorry to say good-bye to Mrs. Ethel McDougall who left April 14 to make housekeeping her full-time duty. A tea set was presented to her by the department with best wishes for the future.

Best of luck to Bill Richards who recently left us. We presented him with a sport shirt as a memento.

Good-bye and good luck to Joyce Curtis and Dianne Scammell who left April 21 to make Vancouver their new home. As a parting gift Dianne received a hat box and Joyce a travelling case.

Mrs. Delores Acorn was presented with earrings on her departure April 23.

We are sorry to report that Mrs. Lois Whiteside is away ill. A speedy recovery, Lois.

Our sincere sympathy is extended to Sybil Hannesson in the recent loss of her mother.

Correspondence—By Beth Hendry

Correspondence was brightly illuminated this past month by the flashing of two lovely diamonds worn by Donna McDougall engaged to Brian Pearson, Joan Jessen to Joe Kellner.

Draperies

We notice Miss Marsden is wearing a lovely diamond ring. Congratulations, Fay!

Deepest sympathy to Miss E. Nimmo in the loss of her mother. We all would like to take this opportunity of extending to Miss Nimmo every good wish for the future as she moves to Vancouver Island to live.

We are glad to see Mr. Pilling and other members of our staff back at work after being sick. Also we welcome back the travellers, Mrs. Moir from the Lakehead, and Mr. Cooper from Europe. Both report excellent trips.

Twenty-Four

Picture Framing Work-room—By J. Mahoney

On behalf of the Picture Framing Work-room and Paint Department, Mr. Carswell was on hand to present Dennis Edward with a gift of luggage when he and his family left to take up residence in Vancouver. Good luck, Dennis, you will be missed.

Sales and Expense Office—By C. Greening

Congratulations to Yvonne (nee Knott) and Fred Peterson whose wedding took place April 13. When she left Mr. Steele presented Yvonne with a Snyder coffee table.

Better late than never is the news of the birth of Laura Cathleen and Michael Shaun on March 16. Proud parents are Margaret and Terry Martin.

* * *

SEVENTH FLOOR

Electricals—By W. Ruppenthal

Congratulations to Mr. and Mrs. G. Waites on the arrival of their son, Robert Neil, on April 5, by adoption.

Mrs. M. Hayter left our department April 14 to take up household duties. She was presented with a necklace and earrings.

Sorry to report at this time that Mrs. Ann Epps and Mr. Tom Lowe are away ill. Our best wishes for a speedy recovery to both.

So many April babies in our department! Congratulations to all the lucky parents.

Furniture, Bedding—By Marion McPhail

(Sorry this was late for April.—Ed.)

Congratulations to Dorothy Wilkins on her engagement to Jack Beswetherick. Understand the date is set for November 10. Loads of luck to you both.

Sorry to report that George Richardson has been in the hospital, but happy to report he is out of the hospital and hopes to be back shortly.

Bill Chowen was also away ill but is now feeling "100 per cent" and enjoying his holidays.

Hear via the grapevine that Jo-Ann Skwarak won the consolations in the badminton tournament. Not bad for a first-year start, Jo-Ann. Keep it up and we will have a club champ in our office.

Congratulations to Walter Scott and his rink, consisting of Lyle Harvey, Len Swallow and Dave Thomas, who captured the McKeag trophy for curling. Also understand Al Curtis should be included as he was substitute skip during Walter's illness.

* * *

Shopping Service—By Lenore F. Lampe

Rebirth

After hard winter comes sunshine and Spring,

When even a beggar can feel like a king.

When everything wakens and starts in to

grow,

When raindrops come dancing instead of

white snow.

The fields, trees and hedges are costumed in

green,

Soon pink and white blossoms around will be

seen;

The buds will be bursting, we'll all feel so gay

When sweet-scented lilac comes blooming in

May.

EIGHTH FLOOR

Budget Plan—By Edna Tamplin

Wedding bells will ring out for Miss Joan Dixon who left to become the bride of Mr. John Dick on the 5th of May in King Memorial United Church. On leaving, Joan was presented with a steam iron by Mr. H. Shearer on behalf of the department, and a travelling alarm clock from her section. After her marriage Joan will be living in St. Catharines, Ontario. In honour of the bride-elect, Mrs.

Joyce Atkinson entertained at a personal shower. Our very best wishes for health and happiness in your new home, Joan.

We were sorry to say good-bye to Miss Mary-Anne Smith. On leaving, Mary-Anne's parting gifts were a camera from the department and a lovely compact from the girls in her section.

Farewells were also said to Mrs. Jean French and Mrs. Dorothy Chiasson who have left to make housekeeping a full-time job, and to Mr. Herbie Buss.

We are glad to see Miss Betty Davies back after her sojourn in the hospital. Hope you are really feeling fit now, Betty. Sorry to report that Miss Verla Busch is absent through illness; hope she will soon be up and around.

Good-bye to Mrs. Belle Evans. Belle's gift from the department when she left was a camera and flash attachment.

Glad to see Mrs. Drapack back after a short illness.

City Advertising—By Joan Parks

Good-bye and good luck to Elaine Williams who left us April 21. We presented her with a compact as a memento.

A big welcome to a new member of our staff, Joan White.

We extend deepest sympathy to Helen Slater on the recent loss of her father.

Women's Garment Alterations—By H. Sawka

We said good-bye to Herma Elger on April 12, when she left us to make her home out at the coast. Herma received a pop-up toaster as a parting gift from the department.

Our messenger boy, Tom Fowle, has left us to work in Eaton's Carpenter Shop. He received a suede sports jacket from the department. Best of luck and success, Tom.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

We have two more engagements this month. The lucky girls are Leona Peltier and Doreen Rohloff. Leona received her ring from Ed Dowling on April 21, and Doreen from Henry Reske on April 14. Congratulations!

A dinner was held on April 24 at the Homestead for Evelene Parks, a bride-elect of May 5, when she received an electric kettle. Evelene left on April 28 to be married to Clifford Haycock. Before leaving she received a toaster and chinaware. We wish her the best of luck. She is to be married at the manse of St. Andrew's United Church.

Congratulations to Mr. and Mrs. F. Calvert on the birth of a daughter, Donna Lynn, weight 6 lb. 11 oz., at Victoria Hospital.

Drapery Work-room—By J. Pauwels

It is nice to see Marie Young and Pauline Spenard back with us again after their long illnesses. Mrs. A. Pollock is still absent but we hope she will be back soon.

We regret to hear, from their daughter, Mrs. Dolores Jackson of P.O. Box 534, Lawndale, California, that Mrs. Blundell, wife of John Blundell, our retired department manager, passed away on April 3. All our sympathy to Mr. Blundell and family in this loss.

* * *

FOURTH FLOOR

Hardware—By B. Landry and P. Muzik

Congratulations to Mr. and Mrs. J. Klipenstein on the birth of a son, John Henry, at St. Boniface Hospital on April 9. "Jake" and baby now both doing fine!

Glad to report that Kay Painting is now back at work and feeling fit after her recent operation.

Best wishes for a speedy recovery to our former assistant, Dave Mackie, who is now recuperating.

Head Cashiers

Welcome to Miss Jean Brady, recent newcomer to our staff. Jean was formerly with M.O. Budget Plan.

D.A. Office—By B. Hammond and P. Wasaty

Congratulations and best wishes to Donna Campbell who became engaged to Roy Taylor recently.

On Wednesday, April 25, a shower was held at the Homestead in honour of Pauline Gorliuk. The bride-to-be was presented with an electric kettle and mixette on behalf of the girls in the office.

* * *

ELEVATOR UPS AND DOWNS

By Aldous Brow

To Joan Bennett who transferred recently to the Grocery Office, and Margaret Hosler go our very best wishes. Margaret's gift on leaving was a rhinestone necklace and earrings.

We extend our best wishes for a happy, healthy retirement to Percy Williams who left us May 1. Mr. A. Bowman presented Percy with a lamp on behalf of the department and wished him many happy years ahead.

Congratulations to William Montford, of our Warehouse staff, who is to celebrate his 35 years with Eaton's on Wednesday, May 16. Our very best wishes, Bill.

We extend our deepest sympathy to Mr. Peter Lyons and members of his family in the loss of Mr. Lyons' mother, who passed away recently in Edinburgh, Scotland.

Boys' Clothing

Congratulations to Pearl Flochia who, on Easter week-end, received a lovely diamond from Gene Neron. Wedding bells will be ringing in the very near future.

We would like to welcome back Dave Brown after his recent illness, also Agnes Cunningham who has rejoined our staff.

Children's Footwear—By D. Clubb

Irene Devos left March 31 to become the bride of Joe Sternastek on April 7. On leaving she was presented with an electric frying pan and Revere ware from the department. She was also presented with a lovely settable from members of Men's Shoes Department with whom she had previously worked; along with other gifts from her associates and our very best wishes for the future.

On April 2 a shower was held at the home of Anne Leniuk in honour of Irene where she was again presented with Revere ware.

Belated congratulations to Mr. and Mrs. Don Gibson on the arrival of little Kenneth Brian, March 22; a brother for Don, Jr.

* * *

FIFTH FLOOR

Drugs—By Barbara Dixon

On Saturday, April 28, Marion Murray received a handsome Haddon Hall wall mirror, presented by Mr. McGurk on behalf of the department staff. During the morning Marion received many visitors who called to present their gifts and good wishes. We all join in heartily in wishing Marion the best in her married life as Mrs. Dafoe of Nelson, B.C. Watch our tourist traffic head west in 1957!

On Wednesday, April 25, the girls from the department held a shower at Marion's home. It was a real surprise and much fun. Many thanks to Mrs. Murray for her kind co-operation and the use of her home on this occasion.

We welcome back to the department Miss Cassie Fenwick who has been away ill.

SIXTH FLOOR

Draperies—By Ruth Hodgson

On April 28 we said good-bye to Marie Thomas after her several years in the Drapery Department, when she left to join the staff of Electricals. She was presented with a Doulton figurine as a parting gift from the staff and management. Success, Marie!

* * *

SEVENTH FLOOR

Children's Wear—By Loretta Bruchanski

A farewell party was held in honour of Misses Doreen Heiland and Aileen Carter at the home of Mrs. A. Stone on Friday, April 27. It was a very enjoyable evening. Mr. R. Eaton presented Aileen with a sterling silver dresser set and Doreen with a Waterman's pen and pencil set on behalf of the department, and wished them the best of luck on their new ventures. They received numerous other gifts from the girls in Department 11. Aileen has left for Vancouver where she will make her home; Doreen will attend business college.

Sporting Goods

By Dorothea Hardiman and John McNiven

Congratulations to Mr. and Mrs. Art Carter on the arrival of Ramona Shannon at 3:45 a.m. on April 29. Ramona weighed in at 7 lb. 14½ oz. Her mother is the former Gladys Bridal from 113 Department.

We would like to know what happened to the Hutton and Schnell rinks in the Novelty Bonspiel. Next year the boys might better let the girls skip.

We are glad to report that Kay Boorman is now back at work after her operation.

Budget Plan—By Janet Britain

At eight o'clock a budgeteer came walking in the door,

A happy face, a trembling hand, who could ask for more.

The Oh's and Ah's were passed around, congratulations, too,

The reason was a diamond that was put there just for you.

These wishes go to three more girls—

I guess they'll leave us soon—

So congratulations Phyllis, Pat and Isabella, too.

The lucky girls and their fellows are: Phyllis Downie and Robert Hall, Patricia Osborn and Henry Greth, Isabella Ainsworth and Charles Carter.

A big hello goes to two new girls in our office this month: Pauline Wilchuk who came to us from 113 Department, and Sandra Rheault. Hope your stay will be a long and happy one, girls.

We are very glad to see Judy Mittersten back with us after her recent illness.

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

We extend our sympathy to Florence Gate whose mother passed away recently.

Congratulations to Ione Rybka who received a lovely diamond from Ron Plasky of Fort Frances, Ontario, and to Elaine Hall who received hers on April 7 from Walter Manning.

When Joyce Mazolleck left to marry Cliff Savage at Wingdale, New York, on April 22, she received luggage from the department. The girls held a personal shower in honour of Joyce at the home of June Rombough. Mr. and Mrs. Savage are residing in the U.S.A.

Isobel Davis, recently retired, dropped in to say good-bye and sincere thanks to her many friends in the Mail Order and Store. Isobel was "all set" to leave for Vancouver where she will live a life of leisure and indulge her hobbies of reading and music.

Twenty-Six

M.O. Correspondence—By Susan Filteau

Evelyn Jablonski left on Saturday, April 14, to become Mrs. Delbert Bebee. Her parting gift was an electric kettle.

Best of everything, Del and Evie.

Catalogue Distribution, Salesroom, etc.

By M. Beck

It's been a long winter; but Helga Eggertson is looking well and is back at her desk, after ten weeks in California.

While we are waiting for summer some of our girls have gone to the altar. Claudette Lanthier chose to take a husband and live at the west coast. Eleanor Blank said "I do" and wishes to cook for two. Steffie Stefisen chose April for wedding bells, and on April 28 one of our "Hello" girls, Nelda Mignacca, on the switchboard, will say farewell for a home built for two.

Congratulations to Joan Morley who is now wearing a diamond.

Hello, Pearl Chapman, the girls are glad to hear that you are back home and that your convalescence will be speedy.

We are glad that Gerry Goulet is back and well again.

Exchanges—M. Davies

Our best wishes to Victoria Maknowed who received a lovely diamond from Steven Pan-chuk on April 10.

* * *

NINTH FLOOR

Men's Furnishings

All our sympathy to Mr. F. McCorquodale, retired from our department, whose brother died in Los Angeles, April 15.

Men's and Boys' Furnishings—By D. Dee

Congratulations to our department manager, Mr. G. Firth, on being re-elected president of the Winnipeg Five-Pin Bowling League.

We are glad to see Miss Hazel McLaughlin back after several weeks' illness. At present away ill are Mrs. A. Stevenson, Mrs. I. Lawson and Mr. Frank Thompson. We wish them all a speedy recovery.

Jewellery—By J. Farr

Congratulations to Miss Margaret Gallaher on her 35 years' service with the Company.

We are sorry to bid adieu to Mrs. Anne Schoenfeld who left April 28 to be a full-time homemaker. She received lingerie as a parting gift from the staff. Best of luck, Anne.

Norman Smith left us on April 28 to devote the summer months to his tourist camp at Dorothy Lake. We extend our best wishes for a successful season.

Lingerie—By Bea Nash

We are sorry to report that Joe McRae is in the hospital. However, at last report was doing well, and we hope he will soon be home.

Glad to hear that Lane Hantscharuk and Ina Dewar are recovering from their operations, and hope they will be back with us soon.

* * *

ALEXANDER AVENUE WAREHOUSE

Box and Bag Factory—By I. James

Fred McCracken is recuperating at home after his recent operation and we are glad to report that he is doing very nicely.

We extend our deepest sympathy to Miss Jane Carphin in the loss of her mother.

PRINTING PLANT

By Margaret Torrance

The wanderers have returned. Ainslie Watson and John Zambruck enjoyed three weeks holidaying in California absorbing the rays of the sun after our long winter, and observing all the picturesque sights as they toured.

We are pleased Mr. Stan Speer is able to be back to work after his illness.

EATON BADMINTON CLUB WINDS UP SUCCESSFUL SEASON WITH PRIZES AND DINNER PARTY

On Tuesday evening, April 24, the Eaton Badminton Club held its annual banquet and dance at the Winnipeg Badminton Club. Members and guests enjoyed a delicious turkey dinner followed by presentation of prizes and dancing to music provided by Harold Gould and Norris Jones.



Back row, left to right—Glen Thompson, Ken Bowman, Lorne Taylor. Front: Marguerite Smith, Diane Taylor, Mabel Lightfoot, Sheila Wallace, Grace Teichroeb.

President John Bodner as chairman, welcomed everyone and introduced the head table which included special guests Mr. and Mrs. B. C. Sutherland, Mr. and Mrs. D. E. McPherson, and F/L Piercy of the R.C.A.F.

Community singing was led by Mr. Sutherland with Mrs. Sutherland at the piano.

Mr. Sutherland made the presentation of trophies and prizes, followed by the election of officers for the 1956-57 season with Mr. McPherson presiding as chairman.

Winner of Ladies' Singles statuette was Mabel Lightfoot, consolation prize going to Jo

Ann Skwarek. The Men's Singles statuette was once again awarded to Lorne Taylor. Consolation winner was George Whyte.

The B.C. Sutherland trophies were awarded to the winners of the Ladies' Doubles and Men's Doubles events, Sheila Wallace and Marguerite Smith, Ken Bowman and Glen Thompson. Each received a statuette.

The Mixed Doubles trophy and statuettes were won by Ken Bowman and Diane Taylor. Consolation prizes were awarded to Grace Teichroeb and Lorne Taylor.

EXECUTIVE FOR 1956-57 SEASON

President—Norris Jones, Radios.

Secretary — Diane Taylor, Sales and Expense Office.

Treasurer—Yvonne Beech, Sales and Expense Office.

Membership — Laura Bodner, Beauty Shop; Pat Briggs, Stationery; Doug McGhee, Sporting Goods; Grace Teichroeb, 184, Mail Order; Ken Bowman, Men's Shoes, Mail Order.



MEN'S GOLF CLUB—IMPORTANT!

Seniors' and Grandfathers' Field Day, May 25. Hope you've all got those entries in, says Tom Humphreys, our publicity man. Let's have a grand turnout for this opener.

Reminder—Field Days Are as Follows:

"A" Class — Monday, June 4

"B" Class — Wednesday, June 6

"C" Class — Friday, June 8

"D" Class — Tuesday, June 12

"E" Class — Friday, June 15

Entries for the above Field Days close Saturday, May 19. Fees \$2.00 per person for Golf and Dinner. Official Start—1 p.m.

FIELD DAY GAMES TO BE PLAYED RAIN OR SHINE!

Men: Knock-out Classes must not be delayed. Get in touch with your competitor now if you haven't done so. First round of Knock-out Leagues must be played by May 25.



League Hockey Champions, Red Wings. From left to right: Jim Dorman, Hank Bergner, Don Mitchell, George Dorman, Sonny Gaunt, Bob LeBlanc, Harvey Joyal, Doug McPherson.

Below: Hank Bergner, coach-captain, receives the Hockey League trophy from Mr. Tom Miller, Public Relations.

Hockey League Enjoys Season-End Party

Again this year the happy puck-chasers met at the Chick'n Rib Inn for their wind-up celebrations on Thursday evening, April 12. A feature of the evening's gathering was the showing of the film of the last Grey Cup game at Vancouver, and the boys all got a real thrill out of this movie—the first part in beautiful colour, and the latter, played under lights, in black and white. It was a great game, and Edmonton's win was as popular that night as on the night of the game! Thanks to Doug McPherson for providing this entertainment.



After the presentation of the trophy and miniatures to the victorious Red Wings by Mr. T. M. Miller, a bountiful buffet supper was enjoyed. A hearty vote of thanks was passed to the management and the Sir John C. Eaton Memorial Fund for their generous support of the hockey league and the wind-up party on the motion of Helgi Johnson, president.



CONGRATULATIONS TO TWO JUNIOR COUNCIL ATHLETES . . .

Chosen for the Juvenile All-Stars in the special match played Friday, April 20, against Senior All-Stars with receipts going to help the Olympic basketball team, were Dave Johnson (left) of Tech-Voc, and Alex Kuluk of St. John's Tech. Both these basketball stars are members of Eaton's Junior Council this year.



ALL SET FOR THE MOST SUCCESSFUL SEASON YET . . .

Says Bill Lord, President

As big now as the city's biggest clubs, with 26 rinks all lined up for regular play! No wonder the Eaton Mixed Lawn Bowling Club members are all smiles these days.

EVERYTHING READY FOR "BOOSTER OPENING" NIGHT, when formal opening will take place and new members made welcome. The League all ready to start schedule Tuesday, May 15. Club plays — AT SARGENT PARK — every Tuesday and Thursday evening.

Spare welcome—whether you're an experienced player, novice or absolute beginner—be with us for the "regular" spare list when you can—you'll never spend more pleasant evenings!



CONTACTS

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Vol. 31

MAY, 1956

No. 5

Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS DEADLINE: END OF
PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg

Department W248—Women's Furs;
Department W448—Western Fur Promotion;
Department W1048—Fur Storage;
Department W1049—Fur Repairs;

MR. F. O. L. WICKS, manager (in addition
to his present duties in Department W204).

Departments 1745 (Printing) and 1769 (Multi-
typing are now amalgamated as follows:

Department 1745, Printing and Multi-typing:
MR. L. A. WIMBLE, department manager;
MR. C. B. PETERS, assistant.

Department Discontinued

Department W479—Soaps in Foodateria.

Stock is to be combined with, and operation
continued, at cost only, under the manage-
ment of:

Department W379—Foodateria—Groceries.

Department W227 — Dolls, Toys, Games,
Wheel Goods, Baby Carriages, Hammocks,
Sleighs and Hobby Shop:

MR. J. SPARKS, assistant.

Department W1 — All Gloves, Hosiery, Um-
brellas and Canes:

MR. B. W. BEMISTER, assistant.

Department W77—Electrical Appliances, Ac-
cessories, Fixtures, Plug-in Fire Grates,
Fireside Fittings, Ranges, Electric Hu-
midifiers, Electric, Oil, Coleman and Gas-
line Lamps, Mantels and Lighting Fixtures,
Vacuums, Polishers, Carpet Sweepers:

MR. T. DODDS, department manager (in
addition to his present duties in Departments
W52, W74).

Department W113 — M.O. Money Returns,
Sealing and Stamping;

Department W122—M.O. Packing:

MR. H. R. HIGGINSON, assistant.

Saskatchewan

Provincial Auditor, Saskatchewan Stores:

MR. J. R. SCOTT, department manager.
(Resident in the Province of Saskatchewan.)

Regina, Saskatchewan

New Department:

Department R570—Sewing Machines:

MR. D. NORMAN, department manager (in
addition to his present duties in Departments
R270, R1078).

Calgary, Alberta

Department C570—Sewing Machines:

MR. J. L. MOGRIDGE, department mana-
ger (in addition to his present duties in De-
partment C270).

MR. E. FISCHER, assistant.

Caretaking, Receiving Room, Inspectors, Dis-
patch, Delivery and Store Trucks:

MR. J. N. RAE, assistant.

Department C270—Furniture, Beds, Springs,
Mattresses and Pillows:

MR. R. H. GUNDERSON, assistant (Sec-
tion 270);

MR. N. T. E. MCKINLEY, assistant (Sec-
tion 271).

Edmonton, Alberta

Department E244 — Women's and Misses'
Coats, Suits, Dresses, Millinery, Furs and
Western Fur Promotion:

MISS E. HUKKANEN, department mana-
ger.

Saskatoon, Saskatchewan

Department S570—Sewing Machines:

MR. W. G. SCHMUCK, assistant.

Red Deer, Alberta

Department RD379—Foodateria—Groceries,
Fruits, Meats, Fish and Poultry:

MR. A. J. DAHLBERG, assistant.

Camrose, Alberta, Order Office

MRS. J. COURT, in charge.

Fernie, B.C., Order Office

MRS. R. LENARDON, in charge.

Castlegar, B.C., Order Office

MISS M. HARSHENIN, in charge.

LONG-SERVICE ANNIVERSARIES

May 16 to June 19

FIFTY YEARS

A. H. Young, M.O. Superintendent... June 19

FORTY-FIVE YEARS

Lisle E. Christie, M.O. Fashion

Accessories and Millinery... June 7

FORTY YEARS

Miss P. McCartney, Expense Office... May 22

Miss Eva Bell, M.O. Money Returns... June 6

TWENTY-FIVE YEARS

A. Knight, Delivery... May 18

C. S. Ayres, Delivery... May 25

Twenty-Nine

In Memoriam

There by His love o'er-shaded, sweetly my soul shall rest.



ROY JAY FRY

Mr. Fry passed away after a sudden illness at Ottawa on Wednesday, May 2, at the age of 72. Coming to Eaton's at Winnipeg in 1913 after a journalistic career that included the position of editor of Maclean's Magazine, Mr. Fry rose to Catalogue and M.O. Advertising manager; then in 1928 went to the Store Merchandise Office. In 1933 he was appointed supervisor of advertising for Winnipeg and Western Division Stores, retiring in 1950. In 1952 he was appointed to the C.B.C. board of governors, and was at Ottawa in that capacity when his death occurred. To his widow, Maude, and son, John David—also for a while an Eatonian—we tender the sincere sympathy of all those many Eatonians, west and east, to whom Mr. Fry was an honoured friend.



PARRY F. BRIGDEN

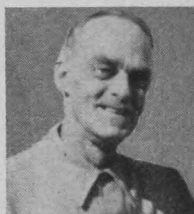
Mr. Brigden, an Eatonian known and liked all over the Western Division, passed away Wednesday, May 2, at his home. Joining Eaton's in the General Office back in June 1, 1917, Parry, after, five years, joined the Eaton Life Assurance branch office here, and in 1932 he became Winnipeg manager and later Western Division manager. He was an active Kiwanis member and a past president. To his widow, Hazel; daughter, Mrs. Clayton Raymond, Montreal; son, Heath in Winnipeg, and his six grandchildren and other surviving family, we express the condolences of his many, many Eaton friends.

THOMAS ERNEST MASTERS

On Monday, April 2, his many friends in Eaton's were saddened by news of the passing of the popular Tommy Masters, for over 33 years on our Elevator staff, the later years in the Mail Order unit. Tom was a veteran not only of World War I, 1914-18, but also the earlier Boer War. He is survived by his wife, Emma, son Thomas, two daughters, Mrs. Keith Melady and Mrs. Ken Boyer, and four grandchildren. Two brothers also survive. To all his family we tender the sympathy of Eatonians in their loss.

SYDNEY DOWN

Mr. Down retired from Eaton's in 1952 after about 33 years' service in the Meat Department. His death occurred on Thursday, April 12, at the age of 67. Surviving are his widow, Marjorie; five sons, Jack, Ronald, Gordon, Russell and Bruce, and a daughter, Mrs. A. Gillespie. Sincere sympathy to them is extended from Mr. Downs' many friends in Eaton's.



Contacts has also noticed recently the announcement of the passing of Mr. W. J. Motheral, who for many years worked in the old Harness Department, retiring in 1937; a man distinguished by a great career in Masonry. Also Robert A. Dickson, for many years a linoleum and carpet layer for our Store. Also of Mr. Robert Noble who worked here for some years prior to 1944. To their widows and families we extend the sympathy of friends in Eaton's.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Mother

Miss M. Derksen.....Garment Work-room
 Mrs. A. Rodgers.....Furniture Delivery
 Mrs. A. Moffatt.....Dresses
 Miss P. Muddeman.....Piece Goods
 Miss Jane Carphin.....Box Factory
 Mr. H. Lake.....Sporting Goods
 Mr. F. G. Muirhead
 Assistant Superintendent, Mail Order
 Miss F. Gate.....M.O. Copying
 Miss M. Marquardson
 Basement Lunch Counter
 Mrs. I. Munroe.....Women's Footwear
 Miss S. Hannesson.....General Office
 Mrs. M. Klassen.....Foodateria Fruits

In the Loss of a Father

Mr. F. Smith.....M.O. Seeds
 Mr. Rudy Braun.....Self-Serve, 2nd Floor
 Mrs. Y. Yarnbrook.....D.A. etc. Accounts
 Mrs. L. Williamson.....Grill Dining-room
 Mr. L. M. Mills.....D.A. etc. Accounts

Miss Helen Banish.....M.O. Draperies
 Mr. W. Holt.....Jewellery
 Mrs. J. English.....Electricals
 Mr. K. Bowman.....M.O. Women's Shoes
 Mrs. Velma Dunlop.....Meats, 3rd Floor

In the Loss of Her Husband

Mrs. W. Mowat.....Basement Lunch Counter
 Mrs. Ann Weppel.....Phone Order Board
 Mrs. W. Radcliffe.....M.O. Exchanges

In the Loss of a Sister

Mr. J. Smith.....Sporting Goods
 Mr. R. McKay.....Men's Clothing
 Miss A. Noel.....M.O. Money Returns

In the Loss of a Brother

Mr. C. Dow.....M.O. Routing
 Mr. K. Duffy.....Hardware
 Mrs. R. O'Rourke.....Hardware
 Mr. A. P. Bowman.....Engineers

EATON GROUP OPENING FOR AUGUST MEMBERSHIPS



Your Opportunity to Join the Manitoba Blue Cross (Manitoba Hospital Service Association) and Manitoba Medical Service If Not Already Enrolled.

Get the Group Rates—Pay by Convenient Weekly Deductions from your Pay Envelope. No Charge for This Service by the Company.

These weekly rates are based on the Hospital and Medical Associations' monthly rates, and our Wages Office arranges the convenient weekly deductions on a 52-week basis, covering the 12 calendar months.

APPLICATIONS WILL BE ACCEPTED AT STAFF RELATIONS OFFICE, SECOND FLOOR, STORE. THEY MAY BE MADE AS SOON AS YOU WISH AFTER THIS NOTICE APPEARS, AND UNTIL JUNE 30th.

Applications dealt with will be for coverage beginning August 1, 1956. It is necessary to have them in by the end of June at latest, to get all arrangements made for August 1 coverage. Deductions will begin first week in August.



Hospital Services

May be subscribed for individually or for the family—including wife and children under 18. Circulars now available in your department or at Staff Relations office.

Medical Services and Surgery Care

PLAN A—Medical and Surgery care in Hospital only.

PLAN B—Medical and Surgery care in Hospital, Home and Doctor's Office.

Both plans for individuals, or subscriber and one dependent, or family contract with subscriber, wife and unmarried children under 18. Full details available at Staff Relations office.

The plans are transferable to another group or on pay-direct basis should circumstances make such change necessary.

CHAIRMAN'S THANKS TO CLEAN-UP COMMITTEE

To the several dozen men who acted as Clean-Up Week inspection teams in the recent Clean-Up Campaign, April 23 to 28, Mr. Jack Newton extends his thanks, personally and as chairman of the effort. Thanks, too, to all the staff who so well co-operated by tidying up, cleaning up, getting rid of discarded stuff that could be classified "unusable." All this helps to make our participation in National Safety Week (see back cover) a more efficient affair. Thanks—and Keep Cleaning!

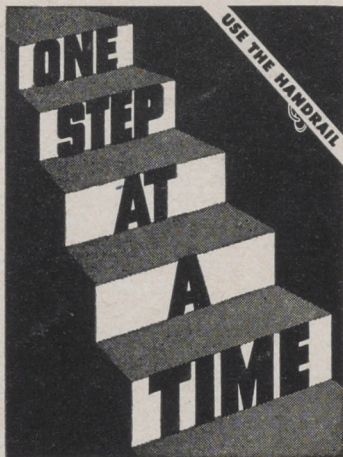
NATIONAL SAFETY WEEK

May 27 - June 2

Here at Eaton's, in addition to being surrounded by the safeguards and rules of the Company, remember that you, too, are part of that Safety organization. As a person and as an Eatonian, Safety IS Your Business!

ALERTNESS is a big factor in ensuring both your personal and job safety! Keep your work area free from trash, traffic hazards, accident causes. However, **DON'T** try to fix technical troubles that are outside your duty or skill. **DO** report them quickly to the responsible person or department.

FIRE, of course, is a most dreaded danger to Safety. Only about a dozen incipient fires had to be handled here in the last year—but any outbreak can be dangerous—lives endangered—jobs too! Report anything that looks like causing trouble.

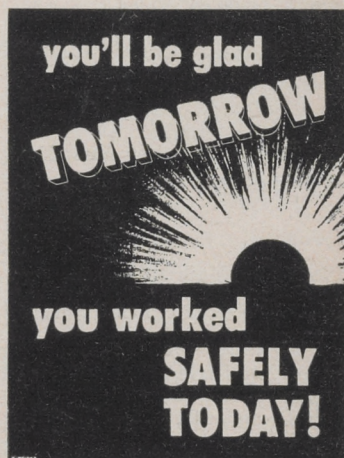


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ELECTRICAL work and installations are important things to watch! Be careful with plugs; check all the time for loose connections, frayed wire covers, visible sparking . . . report any defects or irregularities. If necessary, turn off the machines or power rather than take a chance on running until the arrival of competent electrician.

TAKE CARE! — when handling heavy objects and lifting awkward or heavy articles. When stacking goods—when cuts, abrasions or other injuries are incurred at work — get Company hospital treatment. Take care of other employees by not making or leaving hazards.

YES — Safety IS Everybody's Business! National Safety Week is dedicated to making us more aware of the need for care! Let's Do It Here at Eaton's—by Playing It Safe Every Way, Every Day!



**IS
EVERYBODY'S BUSINESS**